

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of delivering a page of an interactive printed periodical on demand, wherein said page includes a plurality of coded tags, each tag containing coded data being indicative of identifying a page identity, ~~and of its own location on said page and its relative orientation~~, said tags enabling a user to indicate a request for further information relating to contents of the periodical by interacting with an interactive element on said page, said method including the steps of:

(a) determining a unique page identity for said page in a computer system;

(b) determining a page description for said page in said computer system, said page description comprising a description of graphical information on said page, and a description of said interactive element including a zone of said interactive element on said page;

(c) associating said page identity with said description of said interactive element;

(d) generating first dot data for said coded data using said page identity;

(e) generating second dot data for said graphical information using at least part of said page description; and

(f) printing the page onto a substrate using said first and second dot data, on a printer networked with the computer system so as to produce said printed page of said periodical,

wherein at least steps (a) and (b) are performed before printing said page.

2. (Previously presented) A method as claimed in claim 1 wherein the graphical information relates to editorial content.

3. (Previously presented) A method as claimed in claim 1 wherein the graphical information relates to advertising material.

4. (Cancelled)

5. (Currently amended) A method as claimed claim 1, wherein the method includes receiving, in the computer system, indicating data from a sensing device regarding the identity of the page, ~~and of a position of the sensing device relative to the page~~ and a relative

orientation of a sensed tag due to a yaw of the sensing device, in order to identify the page and determine when the sensing device is used to interact with the element.

6. (Previously presented) A method as claimed in claim 5, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the page.

7. (Previously presented) A method as claimed in claim 6, including the sensing device sensing its movement relative to the page using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive elements.

8. (Previously presented) A method as claimed in claim 5, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

9. (Original) A method as claimed in claim 1, including printing the periodical on demand.

10. (Cancelled)

11. (Previously presented) A method as claimed in claim 1 which includes printing the coded data to be substantially invisible in the visible spectrum.

12. (Previously presented) A method as claimed in claim 1, including retaining a retrievable record of the printed page in said computer system.

13. (Previously presented) A method as claimed in claim 1, including distributing a plurality of periodicals using a mixture of multicast and pointcast communications protocols.

14. (Previously presented) A method as claimed claim 1, in which the periodical is printed on multiple pages.

15. - 29. (Cancelled)